

HASTINGS XX-TRA

APRIL, 1943

Devoted to the Interests of All Gold Leaf Users and
of the Dealers and Sales People Who Serve Them
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PACK 18, BOOK 1

Hastings Products Available for Sign Men, Decorators, Stampers

We've been taking stock at Hastings & Co. and we're glad to report to our friends in the sign, decorating and stamping fields on the Hastings products available to you—some of which you may have given up all hope of procuring.

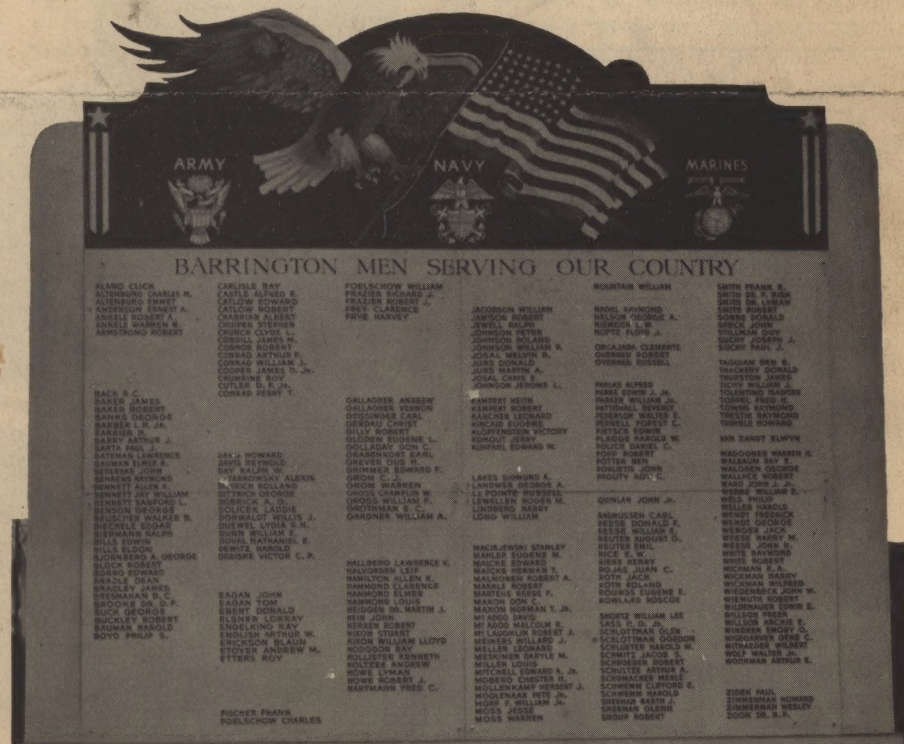
For Sign Contractors and Decorators: Imported Aluminum Leaf— $5\frac{1}{2} \times 5\frac{1}{2}$ inches and some 6×6 inches, in packs or rolls. We suggest, however, that you arrange with your supply house to reserve the quantity you require before committing yourself for a large job. In many cases, Aluminum Leaf covered with a gold lacquer is a more than satisfactory substitute for Composition Leaf (Dutch metal), now unobtainable. We also have a good stock of Variegated Leaf. Palladium Leaf and Genuine Platinum, both exclusively Hastings, and Very Thin Silver Leaf are available in unlimited quantities . . . and of course there's always the incomparable Hastings XX Gold Leaf!

For Stampers: A stock of $3\frac{3}{4} \times 3\frac{3}{4}$ and 4×4 -in. Aluminum Leaf of an excellent quality, satisfactory for edge work—we'll gladly send samples. Stocks of Diamond Decorative Leaf are still complete. No shortage of famous Diamond Color Rolls, in all 28 colors! Other Hastings products available in quantity; Palladium Leaf, Gold Leaf in packs and rolls, sized and unsized, and Hastings' exclusive Electroll Sized Gold.

We Ask Your Help!

The war has brought many changes . . . among them changes of address on our mailing list. In order to bring the list up-to-date and assure you of receiving your copy of the XX-TRA, we ask you to fill out the enclosed postage-free return post card and mail it NOW. Thank you!

Honor Rolls Prove Important Source of New Gold Leaf Business



The demand for Honor Rolls dedicated to the men and women in the armed services grows with every day that passes and offers an increasing fine source of profitable business to sign men. Nowadays every city, town and community, every civic and fraternal organization, every business of any size . . . is a prospect for an Honor Roll for either exterior or interior display.

Hastings Gold Leaf is the natural medium for decorating rolls and plaques of all sizes and descriptions and for the lettering of the names. The roll whose top section is reproduced above is an outstanding example—the original composition of Mr. Harold F. Grebe, of the Grebe Sign Company, Barrington, Ill., for the local Lions Club.

Pressed wood was used for the dis-

play, which measures 14 by 17 feet, complete. The background at top is black, with the flag in natural colors, and the eagle in white, grays, tans and browns. Hastings XX Deep Gold Leaf was used for the Army, Navy and Marine insignias. To quote Mr. Grebe in his letter to Hastings & Co.: "I bring this to your attention because gold leaf helped sell the job, and because it bears out your much repeated statement that gold leaf against a black background, when illuminated, shows up very well at night as well as in the day-time. It so happened that I took this fact into consideration when I suggested the location of the Honor Roll and by the assistance of a powerful ornamental street light, believe it or not, it's the talk of the town." We thank you, Mr. Grebe!

This is the 61st Issue of
HASTINGS XX-TRA

JOHN V. HASTINGS, JR. Editor

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Branches:

1332 W. Grand Avenue—Chicago, Ill.
and

47 W. 16th Street—New York, N. Y.
(W. H. Kemp Division)

Hastings & Co. was founded in 1820 by
Dr. John Hastings and has continued for
123 years in the control of the Hastings
family.

JOHN V. HASTINGS, JR.
G. BRINTON THOMAS, JR.
HENRY B. ROBB, JR.
Partners

PACK 18

APRIL, 1943

BOOK 1

Imagineering

Yes! . . . it's a new word . . . it "stopped" me the other day when I saw it in an advertisement. It's a new way to talk about the planning and dreaming . . . the looking ahead . . . that makes a business run . . . and grow! "Imagineering" is what develops our great inventions and business institutions . . . it is business imagination!

It seems to me that no business is too small or too large to invest in some "imagineering" right now . . . "imagineering" that will produce results today, that will pave the way for bigger sales and a bigger business tomorrow.

When you boil it all down, "imagineering" is the difference between an order-taker and a salesman. How about "imagineering" some new business for yourself . . . sit down and *think* . . . develop some good ideas for some of those customers or prospects of yours . . . ideas that are practical and that they can use profitably, instead of waiting for them to *ask* you to do some work for them!

Yes, sir! I think "imagineering" and what it stands for is important in your business. We've been using a lot of it around here for many years . . . one of the reasons why this business is in its one hundred and twenty-fourth year! And the "imagineering" we're doing now is going to bring you new and better Hastings products later on!

JOHN V. HASTINGS, JR.

ELECTROLL . . . the New Kind of Sized Gold Leaf That Has Revolutionized the Stamping Business

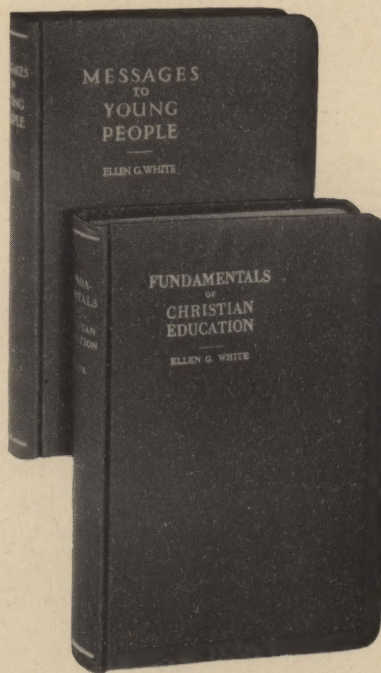
About four years ago, Hastings & Co. introduced to the stamping trade a new kind of sized gold leaf, "Electroll." Made under a patented process, Electroll differs radically from other sized gold in

ness throughout its entire surface. Since its introduction, Hastings research chemists have been constantly at work to improve Electroll, with the result that today we sincerely believe it to be the outstanding sized gold on the market.

The great contribution that Electroll, the original *thin*, absolutely uniform genuine gold stamping leaf, makes to the industry is that it produces amazingly beautiful work at substantially lowered cost. Because it eliminates unnecessary thick areas, overlaps and patches, it reduces unnecessary gold content . . . *you do not pay for gold that you do not need.*

No greater proof of Electroll's superior performance and economy than the increasing demand for it from leading stampers . . . a demand so great that Hastings & Co. have doubled their production of this product! In ever-growing numbers, leading stampers are converting to Electroll, because it gives them a perfect stamping every time, with the least amount of gold possible.

A specially developed size adheres to the most obstinate surfaces, developing perfect coverage and anchorage with definition that is amazing. Available in widths up to 30 inches . . . it is the modern answer to your stamping problems. Make a test run yourself . . . compare Electroll's cost, even after deducting gold salvage returns, and see for yourself how Electroll cuts your cost on genuine gold stampings.



Two new editions stamped with Electroll.

that it is an extremely *thin*, unbroken film of gold, without laps, patches or pinholes . . . absolutely uniform in thick-

New Advertising Campaign Tells Advantages of Electroll

At the first of the year, Hastings & Co. launched a new advertising campaign, revealing for the first time the complete, exciting story of their exclusive and highly successful product, Electroll Sized Gold. Full page advertisements have been and will continue to appear each month in the well-known magazine devoted to stampers' interests, *Bookbinding and Book Production*. These advertisements present the facts about this revolutionary new stamping leaf and the many advantages Electroll brings over other sized golds on the market. A resume of the story in the advertisements printed to date appears in the article above.

THE STORY OF ELECTROLL SIZED GOLD

The Leaf That Has Revolutionized the Stamping Industry

For many years, sized gold for the stamping trade has been made by laying hand or machine beaten gold leaf on a suitable carrier, to obtain the film of gold. This method of manufacture is still employed by Hastings & Co. and others today, and will always have some demand in the stamping industry. Yet hand or machine beaten leaf cannot help but vary in thickness and uniformity. Overlaps are necessary, and pinholes and tears, unavoidable in the handling of small pieces of leaf, must be repaired and patched off, contributing to further uneconomies in the finished product. The ideal sized gold, we reasoned, was one that consisted of a thin, unbroken and absolutely uniform film of gold. About four years ago, Hastings & Co. introduced Electroll Sized Gold to the trade. Made under a patented process, Electroll is an unbroken film of gold, without laps, patches or pinholes . . . absolutely uniform in thickness throughout its entire surface. Produced at first in limited quantities, it was an instantaneous success. For Electroll answered the problem of gold stamping that other forms of sized gold could not!

In line with Hastings & Co. policy to continually improve products, Hastings research chemists have been constantly at work to improve Electroll . . . to create an even better sized gold. Today, we sincerely believe Electroll to be the outstanding sized gold on the American market. Thinner than any other sized gold, Electroll produces amazingly beautiful work at substantial savings. The uniform and unbroken film of Electroll gold is now treated with a special formula using that adheres to the most obstinate surfaces and develops perfect coverage of the gold film wherever the die hits. Electroll's elimination of unnecessary thick areas, of overlaps and patches, reduces unnecessary gold content, thus substantially lowering its cost, because you do not pay for gold that you do not need! Try Hastings' Electroll Sized Gold for yourself . . . carefully compare your net costs, after deducting for salvage returns, and you'll find that Electroll brings you the real answer to your sized gold problem . . . with never-before economy!

HASTINGS & CO.

Established 1820

819 FILBERT ST., PHILADELPHIA

Branches: Hastings & Co., 1332 W. Grand Ave., Chicago, Ill. & 47 W. 16th St., New York 19, N. Y. (H. Kemp Division) • West Coast Distributors: Harry W. Bennett Co., Los Angeles, San Francisco & Seattle • Canadian Agents: Brown Bros. Ltd., Toronto, Canada

Salvage from Waste Extra Profit for Sign Men

Our notice in the XX-TRA urging sign men to return gold waste to us for salvage is bringing real results for those who took it seriously. For example, Mr. H. H. Smith, of Tunkhannock, Pa., writes us ruefully that until he read the last issue of the XX-TRA he had not realized how many dollars he has thrown away in the past by not sending in the waste with which he wiped surplus gold from glass. The substantial check he received for the gold in the waste he returned must have seemed like finding money.

Joseph E. Bird, of Carrollton, Ill., says it was the constant spurring of the XX-TRA that inspired him to save

waste which returned him almost \$10.00 worth in gleanings. Says Mr. Bird: "I would like to shout to every sign painter who uses the best gold leaf made to **SAVE EVERY SPECK OF WASTE GOLD FROM EVERY HASTINGS JOB.**" (Mr. Bird also advises us that he is the second generation in his family who has had the good fortune to get a Hastings start in laying gold leaf).

Take a tip from these men and others like them! You'll find it will more than pay you, in cash returns, to pack up your skewings and other waste in which there is gold and ship it to us. We'll send you a check for the full value at market prices.



We can believe that the plaque illustrated above has received considerable comment, all of it favorable. Mr. Fitzhugh Owen, of Cluster Springs, Va., who made it, tells us that the plaque is cut from a piece of solid walnut, about 18 inches square, with lettering and eagle gilded with Hastings Gold Leaf. Mr. Owen makes the statement (with which we wholeheartedly agree) that nothing takes the place of gold leaf to convey the idea of rich, mellow dignity, and that he has found Hastings Gold Leaf 100% satisfactory for more than 20 years.

Demand Grows for Hastings Sales Helps for Sign Men

In recent months, invitations have been issued to sign men, in the XX-TRA and in Hastings & Co. advertisements, to write for copies of specially prepared Hastings sales helps. The response has been most gratifying, and we feel sure that those who make use of this material—most of it free—will benefit as thousands of other sign men have benefited in the past.

Prepared by experts who know both the problems of sign men and the opportunities in the field, these sales helps are *proven* business builders. Here is what is available to you:

Hastings "Idea File" . . . shows actual photographs of outstanding sign work in every field. Classified by subjects for easy use. Yours for the asking.

"Practical Suggestions on the Use of Gold Leaf" . . . a free booklet filled with information of great value to sign men.

"Handbook of Gold Leaf Information and Color Chart" . . . showing samples of all Hastings Gold, Silver and Platinum products. It's free.

Postal Cards, Blotters and Folders . . . imprinted with your name, for mailing to your customers and prospects. We will gladly send you samples, on request.



Mr. J. H. Zeigler, of the Zeigler Sign and Advertising Service, Orangeburg, S. C., furnished us with these two photographs of finely executed truck lettering. The truck at left is finished in green and lettering is in Hastings XX Gold Leaf, without shade or outline.

Gold and green on black provide the main color combination on the truck at right. The truck is black, all lettering in Hastings XX Gold Leaf. "Pinehurst" has a green shade and "Floral Co." a green outline. The remaining lettering is plain gold leaf.



This excellent lettering job on glass, executed with Hastings XX Gold Leaf, is the work of Bancroft Signs, Colorado Springs, Colorado, (whose own sign on their shop door is reproduced at right.) It is finished in red, white and blue and Hastings XX Gold.



When a sign firm uses Hastings XX Gold to advertise its own business, we just *know* they like it! This is the case with Bancroft Signs, above, who volunteer the information that they *always* use Hastings Gold for all their gold leaf work.

From the Mail Bag

Welcome to New Members of the "30-Year Club"

We are proud to add the name of Robert E. Barrigar, Cedar Rapids, Iowa, to our roster of the 30-year club, since he advises us he has been a Hastings Gold Leaf user for at least that long. Also Mr. Franklin Harrington, of Utica, N. Y., who began using Hastings Gold Leaf in 1912. Herewith your official welcome to the club, gentlemen, and we hope that some day (twenty years from now, to be exact) we may be welcoming you into the "50-year" membership.

This department has never been famous for modesty, so we're just going ahead and print a fine compliment the XX-TRA received from Mr. H. S. Wheary, Jr., of Crewe, Va., who says that of all the mailing pieces Wheary's Signs receives, our "invaluable" XX-TRA has more practical ideas and helpful suggestions than any other. He goes on to say that since the beginning of

Gold Leaf Keeps Sign Man in Business

(Reprinted from *Signs of the Times*)

"In reporting on how he keeps his business rolling, George A. Levy, G. A. Levy & Co., East St. Louis, Ill., says: 'All unproductive help has been eliminated. I have put my card back in the sign painters union for the first time in seventeen years. Mrs. Levy is running the office, and we are operating at a profit.

"We were operating an exclusive neon business,' states Mr. Levy, 'but we now take on any kind of sign work. We are now gilding three big crosses on a local church, and we just completed a job of painting a lot of pipes, etc., for the chemical warfare division of the U. S. Army.'"

his 5-year-old business he has used Hastings XX Gold Leaf exclusively, with such excellent results that he never intends using any other. Thank you, Mr. Wheary!

Mr. S. W. Bellamy, Jr., President of Bellamy Signs, St. Louis, Mo., writes to ask us to put him on the mailing list. We're more than glad to, Mr. Bellamy, and hope you find our magazine everything that Mr. Wheary says about it. Mr. Bellamy also calls Hastings XX Gold Leaf "a swell product that has served me well for the past ten years."

Our thanks, too, to Mr. W. O. Kelley, of Pasadena, Calif., who says he has used our products and read the XX-TRA for the past twenty years and that both have been very beneficial to him in many ways.

We are always extremely glad to hear from our friends in all parts of the country, whether they send us "brickbats" or "bouquets." Let's hear from you!



The Second War Loan Drive, to raise thirteen billions of dollars for the war effort, is under way. This is the largest financial undertaking in all history, and the most important. Its success is vital to our victory. Let's all do our share—and a little more—to put it over. Or, as some anonymous person has phrased it: "Get a bunch of bonds, to buy a bunch of bombs, to bomb a bunch of bums!"



ITAL AND SURPLUS \$300,000



This elaborate and extensive lettering job on the windows of a bank building in Enid, Okla., is the work of the Knapp Advertising Company. A combination of Hastings leaves was used, as shown in the close-up view. Letters have a burnished outline of Hastings 23-karat XX Gold Leaf, center of burnished Hastings Palladium Leaf, and convexed with gold.



There's many a "stern" look aimed at girls in slacks.

XX

Q: Who was the first man to work the "swing" shift?

A: The hangman—he knew the ropes.

XX

Father (to daughter's caller): The boy who gets my daughter will certainly get a prize!

Caller: May I see it, please?

XX

Man (to waiter): What do you call this stuff, coffee or tea? It tastes like kerosene.

Waiter: Then it's coffee. The tea tastes like turpentine.

XX

Bashful Sailor: If I threw a kiss across the room, would you consider me bold?

Bored Young Thing: No, just lazy.

XX

George, the Gilder, knows nothing at all about bathing beauties. He says he never bathed one.

XX

Three men were fishing in a small rowboat when a heavy squall came up and overturned the boat. Two of the men began to swim, but the third floundered helplessly.

"Say," asked one of the swimmers, "can you float alone?"

"Look!" said the sinking one, "I'm drowning, and he talks business!"

XX

Salesman: This would make a lovely gift for your wife.

Man: But I have two wives.

Salesman: What . . . a bigamist?

Man: No, but my daughter just got married.

XX

The Seven Ages of Woman: The infant, the little girl, the miss, the young woman, the young woman, the young woman, the young woman.